

# Puddings

*Five Roses  
brings you  
another profit  
suggestion.*

There's money in the old baking-powder can when it's used to boil puddings. In many a Canadian home FIVE ROSES is the binder that holds together all the delightful details that make a pudding justly famous.

Goodness only knows how much FIVE ROSES is used in puddings, but think of the numberless different kinds. Why, the FIVE ROSES Cook Book alone gives over 10 pages of splendid pudding recipes. It's another profit opportunity that FIVE ROSES brings you—another reason why YOU should sell

## Five Roses<sup>\*</sup> FLOUR for Breads-Cakes Puddings-Pastries

Why not collect your little royalties on every pudding made?

Through the FIVE ROSES Cook Book (over 200,000 copies in daily use to date), we are teaching thousands of flour buyers to not only make better puddings, but to make better bread, cakes, pastries, etc. These customers are better quality buyers. They *know* what FIVE ROSES will do for them. They are eager to attempt new recipes. Thus they become *bigger* consumers not only of flour, but of everything that goes with it in their favorite recipes.

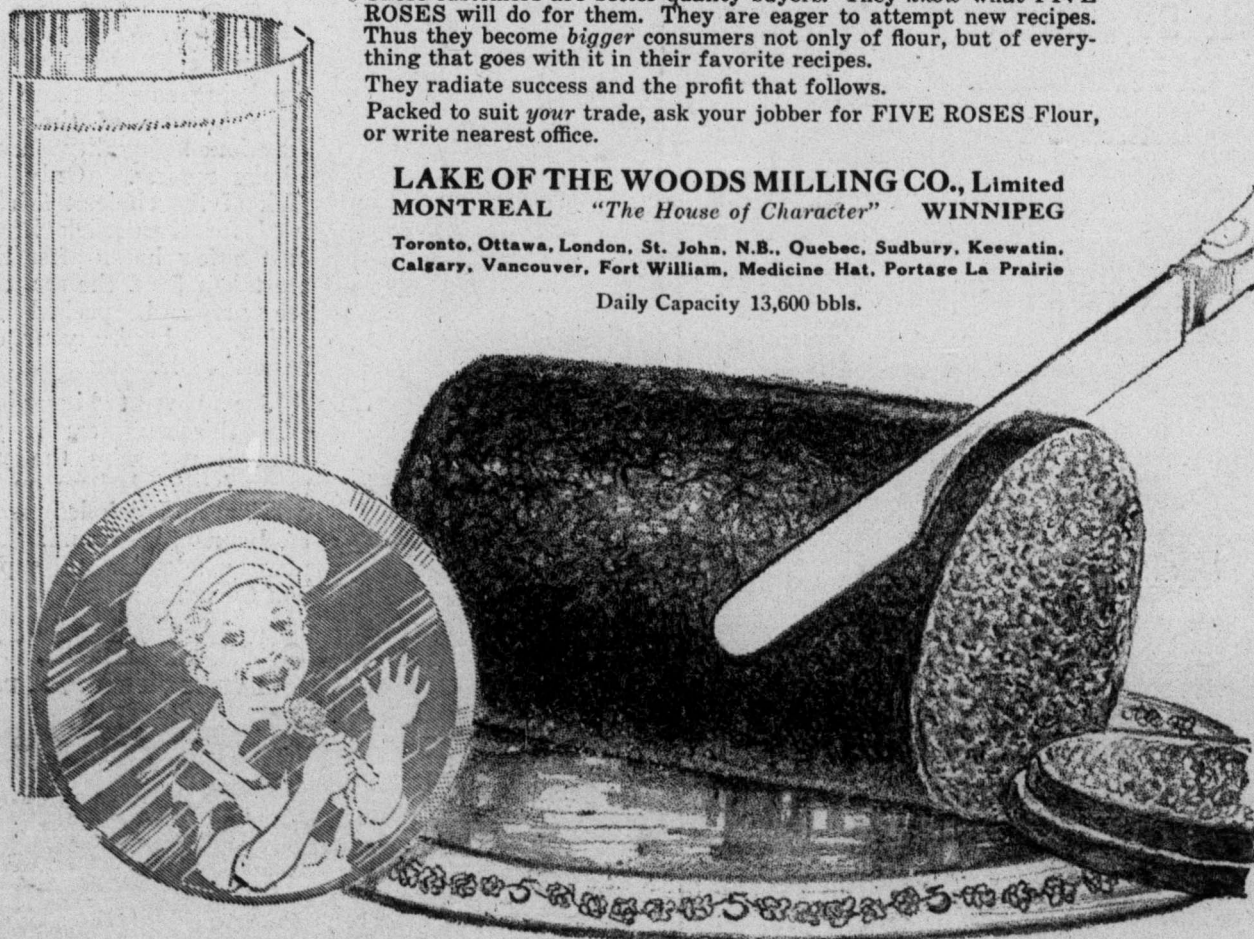
They radiate success and the profit that follows.

Packed to suit *your* trade, ask your jobber for FIVE ROSES Flour, or write nearest office.

**LAKE OF THE WOODS MILLING CO., Limited**  
MONTREAL "The House of Character" WINNIPEG

Toronto, Ottawa, London, St. John, N.B., Quebec, Sudbury, Keewatin,  
Calgary, Vancouver, Fort William, Medicine Hat, Portage La Prairie

Daily Capacity 13,600 bbls.



\*Guaranteed not Bleached—Not Blended.